

Message Text

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ACTION NEA-10

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P 011416Z MAR 77

FM AMEMBASSY MANAMA BAHRAIN

TO USDOC WASHINGTON DC

INFO SECSTATE WASHINGTON DC 4303

AMEMBASSY ATHENS GR PRIORITY

USINT BAGHDAD

AMEMBASSY JIDDA SAUDI ARABIA

AMEMBASSY KUWAIT KUWAIT

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FOR OIM/TYRRELL AND ATHENS/RTDO FROM RUAN

E.O. 11652:

TAGS : BEXP, XF

SUBJECT : FEB 77 EDP TECHNICAL SEMINAR: FINAL WRAPUP

REF : (A) KUWAIT 1102 (B) BAGHDAD 365

SUMMARY: IN SPITE OF SINGULAR PROBLEMS DESCRIBED BELOW AND
IN PREVIOUS TELEGRAMS, SUBJECT EVENT CONSIDERED OVERALL
SUCCESS, BOTH BY TEAM MEMBERS AND POSTS. IMMEDIATE SALES
WERE 950,000 DOLLARS AND ESTIMATED 12-MONTH SALES RANGE
FROM 27.66 TO 30.4 MILLION DOLLARS. END SUMMARY.

1. AS DISCERNIBLE FROM NUMEROUS TELEGRAMS DURING PAST FOUR
MONTHS AND PARTICULARLY DURING LAST FIVE WEEKS, SUBJECT
SEMINAR PROVED TO BE A SINGULAR LEARNING EXPERIENCE, IN
ADDITION TO BEING A SUCCESS IN TERMS OF ESTIMATED 12-MONTH
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(IF NOT IMMEDIATE) SALES.

2. FOLLOWING ARE FINAL FIGURES BASED ON ALL FORM DIB-411P
REPORTS AS REVISED IN SOME CASES BY SUBJECT SEMINAR GROUP
MEMBERS:

A. IRAQ: NO IMMEDIATE SALES, 2.47 TO 3.96 MILLION
DOLLARS ESTIMATED 12-MONTH SALES, ONE JOINT VENTURE EXPECTED

IN NEXT 12 MONTHS.

B. KUWAIT: 250,000 DOLLARS IMMEDIATE SALES, 5.55 TO 6.55 MILLION ESTIMATED, TWO JOINT VENTURES AND TWO SALES REPS EXPECTED.

C. SAUDI ARABIA: 700,000 IMMEDIATE SALES, 15.95 TO 16.2 MILLION ESTIMATED, ONE JOINT VENTURE AND THREE SALES REPS EXPECTED.

D. BAHRAIN: NO IMMEDIATE SALES, 3.69 MILLION ESTIMATED, ONE JOINT VENTURE AND ONE SALES REP EXPECTED. ALL TEAM MEMBERS EITHER ACHIEVED OR PARTIALLY ACHIEVED THEIR FIRST OBJECTIVES AT EACH STOP.

3. CLEARLY, CII HONEYWELL BULL WAS STAR OF THE SHOW. WHILE ACHIEVING NO IMMEDIATE SALES (NOT UNEXPECTED, GIVEN THE NATURE OF THE SEMINAR INDUSTRY THEME), THIS HONEYWELL OPERATION ACCOUNTED FOR 19.5 MILLION DOLLARS--SOME TWO-THIRDS -- OF THE ESTIMATED 12-MONTH SALES. THIS DOES NOT RPT NOT INCLUDE AN ADDITIONAL 4.5 MILLION PROVIDED FOR IN COMMENTS ON THE BACK OF TWO OF HONEYWELL'S DIB-411P FORMS, NOR DOES IT INCLUDE THE 30 MILLION ESTIMATE FOR SAUDI ARABIA THAT TEAM MEMBER KING GILLIES STATED TO RUAN. (NOTE THAT THE HONEYWELL FIGURES ARE NOT FOR PUBLICATION.) THIS ACHIEVEMENT IS TRACEABLE IN PART TO THE SIZE AND BREADTH OF THE HONEYWELL ORGANIZATION. BUT MUCH OR MOST OF THE CREDIT MUST GO TO THE INITIATIVE AND SKILLS OF THE HONEYWELL CONTINGENT THAT TRAVELED WITH SUBJECT SEMINAR, THIS DESPITE THE EXPERIENCES ENCOUNTERED IN BAGHDAD CITED IN REF (A).

4. THIS LEADS DIRECTLY TO QUESTIONS OF THE WISDOM OF ENCOURAGING LIMITED OFFICIAL USE

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OR PERMITTING REPRESENTATIVES OF FIRMS THAT BECOME MEMBERS OF TECHNICAL SALES SEMINAR TEAMS TO ACCOMPANY INDIVIDUAL TEAM MEMBERS ON THE SEMINAR TOUR. AN IMPORTANT POINT IS MADE IN REF (B) REGARDING THE INDIVIDUAL HOST GOVERNMENT'S POSITION ON THE MATTER, TO WIT, THAT NO MATTER WHAT POSITION THE U.S. SIDE MAY TAKE ON THE QUESTION, THE HOST GOVERNMENT SIDE MAY OPT TO VIEW THE TAGALONGS AS NOT BEING MEMBERS OF THE TEAM AND THUS NOT BE DESERVING OF SUCH BENEFITS AS AIRPORT VIP LOUNGE TREATMENT AS MAY BE ACCORDED TO THE DE JURE SEMINAR TEAM.

5. A SECOND MAJOR POINT IS THAT ILLUSTRATED BY THE PLETHORA OF CABLE COMMUNICATIONS THAT ATTENDED THE TAGALONGS IN SUBJECT SEMINAR. RUAN COUNTS 16 CABLES SINCE 11 FEB. IN WHICH REFERENCES TO TAGALONGS AND THEIR NEEDS ARE MADE. THIS EXCLUDES REFTELS AND POSSIBLY OTHERS NOT IN RUAN'S POSSESSION. ISSUE LIKELY TO REDUCE TO PRO ARGUMENT EXEMPLIFIED BY HONEYWELL SUCCESS ON THIS EVENT WHICH COULD NOT HAVE BEEN ACHIEVED BY TEAM MEMBER KING GILLIES ALONE VERSUS CON ARGUMENTS OF EXCESSIVE WORKLOADS ON ADVANCE OFFICER-COORDINATOR

AND, MORE IMPORTANTLY, AFFECTED POSTS. THIRD ASPECT OF ISSUE IS THAT SO WELL DESCRIBED IN REF (A) PARA EIGHT. EMBASSY MANAMA PLANNING TO REPORT ADDITIONAL CONCERN ARISING FROM AIRPORT ARRIVAL INCIDENT INVOLVING MEMOREX TAGALONG TANNOUS. SUFFICE IT TO SAY HERE THAT RUAN RECEIVED MILD THREATS FROM REPS OF ALL THREE FIRMS WITH TAGALONGS TO WITHDRAW FROM EVENT BECAUSE OF TEAM/NON-TEAM ISSUE.

6. THE OTHER MAJOR ISSUE TEAM FOUND IRRITATING WAS THE LEVEL OF TECHNICAL SOPHISTICATION OF THEIR PAPERS. ALL SEEMED GENUINELY SURPRISED AT THE HIGH DEGREE OF TECHNICAL COMPETENCE IN THE IRAQI AUDIENCE. AS INDICATED IN REF (B), IRAQ APPARENTLY DOES LEAD ARAB WORLD IN THIS INDUSTRY, THOUGH KNOWLEDGEABLE IRAQIS SAY ALGERIA IS VERY SOPHISTICATED EDP MARKET. TO SAY THAT TEAM TALKED DOWN TO BAGHDAD AUDIENCE, HOWEVER, WOULD BE MIDLEADING. AS NOTED IN WRAPUP CABLES FROM BAGHDAD, AUDIENCE ATTENTION WAS RAPT, SUGGESTING LIMITED OFFICIAL USE

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PERHAPS THOSE IRAQIS WHO FELT TECHNICAL LEVEL OF TEAM PAPERS TOO LOW WERE MORE VOCAL AND EXPERT MEMBERS OF AUDIENCE. SUCH CRITICISMS WERE NEGLIGIBLE IN OTHER CITIES, THUS TENDING TO VINDICATE TEAM ESPECIALLY IN TERMS OF PROSPECT OF NO SEMINAR PRESENTATIONS AT ALL IN IRAQ HAD NOT GOI GIVEN OFFICIAL SANCTION TO EVENT.

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7. RE SELECTION OF D.B. SIMMONS AS SUBJECT EVENT DIRECTOR, WARNING GIVEN TYRRELL AND RUAN AT 17-18 JAN REHEARSAL IN WASHINGTON BY TAGALONG HANCOCK OF BOEING PROVED MERITORIOUS. TWO TEAM MEMBERS FROM OTHER FIRMS PLUS COMOFFS AT TWO POSTS REMARKED ON SIMMONS SHORTCOMINGS TO RUAN. SURPRISINGLY, COLLEGE PROFESSOR SIMMONS WAS LEAST EFFECTIVE SPEAKER IN TERMS OF ORAL DELIVERY, SPEAKING TOO OFTEN IN DISJOINTED PHRASES. ALSO NOTED WAS HIS LACK OF SALES GRASP, AN IMPORTANT MATTER TO SALES-MINDED TEAM GROUP.

8. SIMMONS OUTGOING PERSONALITY WAS CONTRIBUTORY, HOWEVER. IF MOOD OF A SEMINAR TEAM CAN BE ATTRIBUTED TO THAT OF ITS DIRECTOR, THEN SIMMONS MAY WELL HAVE KEPT LID ON SITUATIONS IN PARA FOUR, TEAM VS. NON-TEAM CONTEXT. THAT, PLUS FACT THAT ALL ULTIMATELY 15 TEAM/GROUP MEMBERS GOT ALONG FAMOUSLY WITH ONE ANOTHER, WAS SAVING GRACE OF TEAM.

9. MAJOR FACTOR HAD TO BE AND WAS SUPPORT AND HOSPITALITY
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PROVIDED BY POST'S PERSONNEL. EVENT GROUP ESPECIALLY MINDFUL OF HOSPITALITY AND WARMTH SHOWN BY AMBASSADOR IN MANAMA, CHARGE SUTHERLAND IN KUWAIT, PRINCIPAL OFFICER WILEY IN BAGHDAD, AND COMMERCIAL COUNSELLOR EBLAN IN JIDDA, ALSO OF SUPPORT AND FRIENDSHIP SHOWN BY EMBOFFS KEISWETTER AND ROBINS AND FSL TALIA IN BAGHDAD, EMBOFFS BUCK, MICHAUD, AND ATCHESON AND FSL DAJANI IN KUWAIT, EMBOFF JENSEN AND FSL MANNAM IN JIDDA, AND EMBOFF BURLEIGH AND FSL MOFIZ IN MANAMA.

10. BASED ON FORM DIB-411P COMMENTS, EMBASSY KUWAIT SCORED BIGGEST HIT GROUP IN TERMS OF SUPPORT. GROUP ESPECIALLY IMPRESSED WITH AIRPORT VIP LOUNGE TREATMENT THERE IN AND OUT. EMBASSY KUWAIT ALSO SCORED BEST WITH GROUP IN SCHEDULING OF APPOINTMENTS, THOUGH MCGOVERN OF INTL DATA REGRETTED THE ADVANCE APPOINTMENTS HE REQUESTED WERE NOT MADE. THIS NOT LIKELY EMBASSY'S FAULT.

11. ON THE MATTER OF USDOC PREPARATION, COMMENTS CENTERED ON TEAM VS. NON-TEAM TAGALONG STATUS AND NEED FOR BETTER TECHNICAL BRIEFING DURING REHEARSAL SESSION. AS BELIEVE NOTED IN RUAN'S SAUDI ARABIA WRAPUP CABLE, TEAM GROUP ADVISES SENDING INDUSTRY EXPERT ON ADVANCE TRIP PRIOR TO SEMINAR PROCUREMENT PERIOD TO ASSESS TECHNICAL LEVEL OF PROSPECTIVE AUDIENCES.

12. MAJOR PROBLEM ATTENDING THIS EVENT WAS PRINTING. EMBASSY KUWAIT, THOUGH NO FAULT OF ITS OWN, SUBJECT TO GREAT STRAIN WITNESSED IN PART BY RUAN IN GETTING RESULTANT INFERIOR QUALITY BROCHURES PUBLISHED. ADDITIONAL PROBLEMS ASSOCIATED WITH RECEIPT, TRANSLATION, AND DELIVERY (OR NON-DELIVERY) OF SEMINAR PAPERS AND COMPANY BROCHURES IN AMPLE NUMBERS WELL DOCUMENTED IN PREVIOUS CABLES. TEAM FIRMS BLAMEWORTHY HERE, BUT MATTER NEEDS IMPORTANT ATTENTION OVERALL.

13. AS FOR CONCEPT OF COMBINING ADVANCE TRIP AND SEMINAR COORDINATOR TRIP, RUAN HAS MIXED FEELINGS. TRAVEL EXPENSE LIMITED OFFICIAL USE

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SAVING IS OBVIOUS PLUS, BUT MAY BE OUTWEIGHED BY SUCH CONSIDERATIONS AS VALUE TO BE GAINED AT HOLDING REHEARSAL AFTER ADVANCE TRIP, ALLOWING MORE TIME FOR POSTS TO OVERCOME PROBLEMS DISCOVERED DURING SEPARATE ADVANCE TRIP, AND WEARINESS OF ADVANCE MAN DURING COORDINATOR PHASE.

14. RUAN LOOKING FORWARD TO DISCUSSION ON FOREGOING MATTERS AND METHODS TO IMPROVE OTHERWISE EXCELLENT BIC SEMINAR PROGRAM ON RETURN.

15. FOR BAGHDAD AND KUWAIT: MUCH APPRECIATE THOUGHT BEHIND AND CONTENT OF REFTELS.

16. FOR BAGHDAD, JIDDA, KUWAIT AND MANAMA: AGAIN MUCH APPRECIATE OUTSTANDING SUPPORT AND CONCERN ACCORDED SUBJECT EVENT AND TEAM. WITHOUT IT, NEEDLESS TO SAY, EVENT WOULD NOT HAVE BEEN SUCH A SUCCESS. AND, THAT IT WAS INDEED SUCCESSFUL, WAS ATTESTED TO BY ALL TEAM FIRMS SAYING THEY POSITIVELY WOULD PARTICIPATE IN ANY FUTURE SUCH SEMINAR. ONE SAID, "WE'D JUMP AT THE CHANCE". A SECOND, "WITHOUT RESERVATION". A THIRD LOOKS FORWARD TO WORKING WITH US ON CAGNE'S FY 78 EDP TECH SEMINAR.
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